



Contacts

JUNE ◊ 1955

MR. LEISHMAN, COMPANY DIRECTOR, DIES

Mr. Chester M. Leishman, director in charge of all the Company's factory operations, died suddenly on Saturday, May 21, while on a fishing trip over the holiday week-end.

Mr. Leishman, a native of Winnipeg, and an Eatonian since 1933, was widely known as one of the Company's most friendly, genial and likeable men. His heritage as one of a large family (three brothers and six sisters survive) and his deeply-rooted affection for his family and his staff, were reflected in his personal interest in people wherever he met them. He never failed to recognize and commend sincere effort and devotion to the task at hand. His associates have many warm and happy memories of this personal side of his busy life.

He rose rapidly within the Company, becoming head of the clothing departments in 1940; appointed a director in 1944 and head of General Merchandise Office. In 1953 he was appointed director in charge of all factory operations. He loved the great outdoors and was an enthusiastic golfer, an ardent fisherman and an officer in World War I.

The sympathy of a wide circle of friends and business associates has been extended to Mrs. Leishman and their two daughters, and to his brother, Mr. George M. Leishman, also an Eatonian, in their bereavement which has come so unexpectedly in the midst of Mr. Leishman's busy, useful life.



OUR COVER . . . shows roses, traditional blossoms of June, but not generally quite that early in this district. However, for a part of the world—the great Canadian west—that within a couple of generations back was thought to be fit only for wild roses, our nurseries—and those of the States and other countries—have done well in breeding hybrids that give us blooms like these. We can show them in only part of their beauty in our combination of two tints. Reds, pinks, yellows, creamy tones, and other lovely colours now abound; truly, what was bush and plain, if not exactly desert, has been made to blossom with the rose. Co-operation WITH Nature can surely work real wonders!—Cover picture courtesy The Wayside Gardens Co. Inc.

July 1st Week-End Brings a “Bonus” Holiday



As announced by the Company, FOR THE JULY 1st HOLIDAY WINNIPEG EATONIANS will have FRIDAY, JULY 1, ALSO SATURDAY, JULY 2 off, so that we may have a really LONG WEEK-END.

This is not the first time our Company has been so generous and we'd like them to know that we Eatonians ARE appreciative. Not only we, but the thousands in our families—and in many cases friends also who accompany Eatonians to summer cottages and on trips—make a tremendous circle to whom this grand holiday is a blessing. So let's hope for good weather, prepare for a good time—and BE CAREFUL OF OUR OWN AND OTHERS' SAFETY AT ALL TIMES!



George Lovell receives Grandfathers' (B. C. Scrivener) Cup from Mr. G. M. Eaton; and (right) Harold McAmmond the Seniors' (W. G. B. Dailley) Cup from Mr. A. H. Young. At right, President Tom Humphreys as chairman.



Men's Golf Field Days Get Off to a Good Start

Something must be done about it! Last May 28 we wrote it was "lovely weather for ducks;" this May 27 the Friday again gave them a moist blessing as they toured the Elmhurst course. However, it was more of a drizzle than the rain of last year, and again the oldsters defied the weather gallantly and nearly a hundred carded their scores, while others to a total of around 120 participated in the afternoon meet.

That "South'n Fried Chick'n" dinner vanished like snow on the desert, then the usual cheerful get-together continued. President Tom Humphreys held ceremony to a minimum, and presentations were made by Mr. G. M. Eaton and Mr. A. H. Young. In response to the president's thanks to the Company and the Sir John C. Eaton Memorial Fund, Mr. Eaton expressed the pleasure of the Company and the family in sponsoring such occasions of healthy recreation and informal companionship of Eatonians.

In addition to the "champs" shown above, low gross of 88 was the winning card of J. Moss; and numerous other novelty prizes were awarded, including a belated miniature which Henry Einarson somehow didn't get on the last occasion.

Mail Order Shoppers from the "Far North"



Times have changed mightily since the poet wrote "There's never a law of God nor man runs north of 53" . . . because the Eaton customers shown here are returning to Coral Harbour, Southampton Island, North-West Territories. We looked it up and it's just below the Arctic Circle, away north of the 63rd degree, at the top end of Hudson's Bay . . . and Eaton's catalogues and Eaton's service have been available to Mrs. Aloise Akvatoo and Miss Paniyuk Mukkee (seated) for many years. Especially since the air service to the far north has been more regular, our Eskimo and northern Indian customers, together with

the scattered white population, find Eaton's Mail Order the best way to shop.

With the Eskimo ladies in our picture, is Miss Sadkowski, of the Indian Health Service, and Dick Thompson, of the M.O. Sales Room, helping them in their shopping selections. Contacts thanks Mr. C. Scarr, of the Sales Room, who was alert to capture this scene for us.

A CUSTOMER . . . is not dependent on you; but you on him or her . . . is not an interruption to your work, but is the purpose of your work, doing you a service by giving you opportunity . . . is a human being with feelings and emotions, not just a statistic . . . who

comes to you with wants to be handled courteously, intelligently—and with profit both to the customer and you. A CUSTOMER on your premises or your mailing list is the MOST IMPORTANT PERSON IN YOUR BUSINESS!—(From Canada Ink Magazine.)



Service with Safety!



Yes, even a grand steak dinner and an "evening out on the House" can't hide the fact that at Eaton's we quite rightly take Safe Driving seriously! Note the gravity of expression here—top left: Mr. R. Baillie, Provincial Traffic Safety director; centre, Mr. W. L. Palk; bottom right, Mr. A. Arnason; top right, "Mr. Safety" himself, Hugh McDonald; bottom left, Alderman Paul Goodman.

Another Fine Record in Safe Driving

When a total of 207 drivers can cover a mileage of almost one and a quarter million miles in a year—3500 miles daily; and when they can do it without a single accident involving injury, that's outstandingly good. Such was the message of Mr. A. Arnason, Delivery manager, to the Eaton delivery men at the Annual Safe Driving and Road Courtesy Award Dinner, Thursday, May 19. Thirty-seven chargeable accidents—at a cost of less than \$1800.00 to the Company (one accident to every 32,000 miles) makes a good record. But to Eaton's and Eaton drivers, it's simply a good mark to be bettered next year, said Mr. Arnason—and the records show that Eaton's men keep trying for perfection.

Alderman Paul Goodman brought greetings to drivers and management from the City. Following a very interesting film on safe driving, Mr. R. Baillie, Director of Traffic Safety for the Manitoba Government, brought some impressive new figures to the attention of the meeting. These, in short, showed that traffic accidents had increased by double in Canada since 1926, while other causes of death—cancer excepted—had greatly decreased. Traffic accidents today total as many deaths in the 5 to 24-year age bracket as drowning, cancer and polio combined.

To men who drive professionally so well and carefully, he had one word of warning, said Mr. Baillie. Be even more careful when you drive your own car; and be sure to have proper insurance.

Ability to "deliver the goods" in every way, said Mr. Palk, Store superintendent, proves what a good job the Eaton drivers are doing, covering downtown and residential streets, with today's numerous traffic hazards and, above all, many children hazards. Customer-relations are excellent—our drivers are good Company representatives and earn many tributes.

The fact that about 55 out of 150 regular deliverymen have service terms of from 25 to 46 years with the Company speaks well for staff relations, too. He named a number of men from the Delivery sections who now hold responsible positions in the Company. Token award was then made by Mr. Palk to Hugh McDonald who had chalked up another accident-free year to bring his total to 43 years free of accident. (Apologies to Hugh: by a typing error this got to the newspapers as only 41 years.—Ed.)

Mr. McDonald thanked all concerned for their interest in and support of the drivers. The men then participated in the awards (based on two accident-free periods of six months each year) to a total of over \$2600.00.

Guests at the dinner were Mr. Gilbert M. Eaton, Company director, Chiefs Harry Beaudry, of St. Boniface Police, and Donald McDonald, of St. James; Messrs. Gordon Muirhead, assistant superintendent; Bruce Sutherland, Personnel manager; and J. Newton, chairman of Eaton's Safety Committee. Drivers from Dauphin, Brandon and Portage la Prairie were also present.

Honoured on Forty-Fifth Anniversary

PERCY HORACE LONGSTAFFE



Mr. Longstaffe was with the Company away back in 1910, starting on May 7. His first 11 years were in M.O. Hosiery and Gloves. This included nearly four years' active service in the Great War with the 2nd Canadian Engineers as a Sapper; was gassed but otherwise survived much action unscathed. Transferred to the M.O. Dress Goods in 1921 as assistant, Mr. Longstaffe has been department manager there for many years.

Daughter Dorothy Mae is now Mrs. Watkinson who resides in Toronto, and Percy is a granddaddy. Mr. Longstaffe is now married to the former Isobel Parker.

On the evening of May 6, Mr. and Mrs. Longstaffe were the department's guests at dinner in the Mikado Room at Moore's. Many wires and letters of congratulation were read by Don McAuley from friends and associates in the Company and from manufacturing concerns. Don Murray very capably led us in a rousing sing-song, and also thrilled us with his selections from "Brigadoon." On behalf of the many friends present, Mr. J. B. Donnett, assistant, presented Mr. Longstaffe with a lovely smoker's stand.

On his anniversary morning his many friends and business associates came to the department to extend their congratulations and best wishes. Mr. Donnett, on behalf of the staff, presented Mr. Longstaffe with a lawn table and umbrella for the new patio at his summer cottage near Kenora. Membership in the Canukeena Club, Niakwa Golf Club, and the enjoyment of spending time at his Longbow Lake cottage gardening, fishing and resting, keep Mr. Longstaffe still the same tall, lithe, active and genial person we all know and like.

40 Years an Eatonian — MISS MARGARET (MADGE) VANCE



Donaghadee in Ireland was the scene of Miss Vance's birth. Coming to Canada she worked as a girl in "147"—the parcelling department, but just for a year and a half; then followed 3½ years with the hospital. Madge, in the Men's Furnishings office now, has been in that department for more than 35 years.

Her anniversary date was May 3, but previously at a joint party for herself and Mr. Humphreys, she was presented with a "Home-Chef Broiler." Mr. Bob Gregory doing the honours on behalf of the department. Then on May 3 she arrived to find her office gloriously bedecked with a multitude of roses; and from the Men's Hats and Cap Department she was presented with a set of folding aluminum lawn chairs, also a table and beverage set. To one who enjoys the possession of a cottage at Boundary Park, all most appropriate and useful gifts. May you have great pleasure in them, Miss Vance.

Some Car! Some Fish! Some Luck!

Now we don't wish to confuse our readers—especially when there's no fish present in the picture. But for Ben Koskey, the Eaton driver shown here, the words "poor fish" won't have much significance in future . . . for although the 6-lb. 3½-oz. pickerel he caught in Shoal Lake the other week-end wasn't big by general standards, it was the biggest one caught that chilly, windy day. Big enough, as the Winnipeg Tribune said, to be worth more than half its weight in gold! It won for Mr. Koskey a Chevrolet car, which is the prize at the annual Legion Branch 141 Fishing Derby, where entrants pay to compete.

Nearly 300 competed this year, so Ben had plenty of anglers to beat—and fished without let-up to win. The Bel-Air shown here is the car he now owns—having "ante'd" for the difference over the Standard Chev. he won. Well, happy driving, the Koskeys! Many congratulations!





Thirty-Five Years With Eaton's

ARCHIBALD (ARCHIE) FERGUSON

Foreman of Eaton's Pressroom for many years past, Archie Ferguson celebrated his 35th anniversary with the Company on May 10. A native of Portage la Prairie, Archie was in the Great War for four years, mostly overseas, with the Lord Strathcona Horse (Royal Canadians). Married, with two children, Warren and June, and one grandchild. Member of the Winnipeg association of Printing House Craftsmen, life member of Riverview Community Club, and active in Eaton and other curling circles, Archie is perhaps best known to the "oldsters" for his association with the famous Winnipeg Toilers basketball champions.

CHARLIE JONES

Born in North Wales, Mr. Jones has been in the M.O. Packing and Shipping for all of his 35 years. During the World War he was for two years in war service at the Cordite Plant on the vital job of making munitions. Mrs. Jones (Edna Hood) was formerly an Eatonian in the same department. They have a son, Terence.

Congratulations and best wishes were extended to Charlie on May 5, his anniversary date. He received a hostess chair and wearing apparel from the fund.

Top row, left to right: Miss E. M. Lloyd, Mr. C. Jones, Mrs. E. Wain. Centre: Mr. A. Ferguson. Bottom row: Miss J. Towers, Mr. G. B. Anderson, Mr. T. K. Jones.

MRS. ELSIE WAIN

Lonmay, in Aberdeenshire, Scotland, was the northern birthplace of this popular "wee lassie" of the Wages Office. Starting with three years in the Parcellers, Elsie has been for the remainder of her Eaton service in the Wages Office.

Her anniversary was May 13, and that day her desk was the scene of a great visitation by endless numbers of friends—and the focus, too, of numerous messages from the Western Division.

To commemorate the occasion, the department presented her with a set of folding aluminum-frame lawn chairs—which just now we're all hoping the weather will let her enjoy to the full! Many personal gifts—"No idea I had so many friends and well-wishers," says Elsie—added to the excitement of this big day. Home life—where she's fond of gardening, and reading, are Mrs. Wain's favourite recreations.

Thirty-Five Years—Continued

EDITH M. LLOYD

On May 17, her anniversary day, Mae Lloyd, of M.O. Postal and Investigation, was kept busy receiving congratulations and good wishes from her many friends. Mae was the recipient of a luggage set, the gift of the department, as well as a number of other lovely gifts.

"Surprise, surprise," was the greeting given Mae from about 60 friends when she entered the West Kildonan Legion Hall Friday evening, May 20, the occasion being a party in honour of Mae's 35 years with the Company. During the evening, Mr. J. Merrett, department manager, presented Miss Lloyd with a suitcase and lingerie set on behalf of those present, and spoke highly of her many loyal years of service with the Company. Dancing and refreshments added to what everyone agreed was a wonderful evening.

Miss Lloyd was born in Wales, and has been with M.O. Adjusting during all her Eaton service.

JANET TOWERS

Miss Janet (Jenny) Towers celebrated her anniversary on May 18, and practically all of her Eaton service has been in the one department—M.O. Drugs. Jenny was born in Stirlingshire, Scotland.

A presentation of a floor lamp and china-ware was made by Mr. R. L. McGurk on behalf of the department, and many other personal gifts also marked this happy day. Visitors were continuous during the course of the day to help make it one to be well remembered, and to wish her many more happy Eaton years.

THOMAS K. JONES

Thomas Kennedy Jones (Tommy), a Scot by birth, joined Eaton's Printing Plant 35 years ago on May 5, and has been with Display and Ticket Writing in the Store the last nine years. In the Great War he joined the Vancouver Seaforth Highlanders, later being transferred to the 78th Winnipeg Grenadiers, and was in action in France for a great part of his more than four years' service.

Married and has three sons, George, Gordon and Ronald, and one granddaughter. The departments presented Mr. Jones with a handsome wrist watch; also a Travel-Pak which he found to be "just the thing" on his big holiday which he spent with his family on a motor tour to the west coast.

GEORGE B. ANDERSON

An Eatonian of Manitoba birth—at Sols-girth—Mr. George Anderson has, like Mr. Jones above, been in the service of the Mail Order Packing and Shipping Department for all of his 35 years' Company service. Veteran of the Great War, when he was overseas as corporal with the 16th Canadian Scottish.

Married to the former Rose Barnett, of the Store staff, they have a married daughter, Mrs. Joyce Campbell, and a son, Morley, who graduated from Minneapolis University this May in Theology. One granddaughter, Maureen. On his anniversary, May 12, he received a travel bag and wearing apparel from department associates, and from the department fund, a set of folding aluminum lawn chairs—nice to lounge in when he's not gardening or golfing!

LAST-MINUTE DEPARTMENT NEWS From the Store

Jewellery—By Roy Firth

Welcome back, Sally. We are glad to have Sally McDowell back from Ireland and hope she is glad to be back. Her Irish smile and humour were missed during her three-month trip.

Sorry to say au revoir to Bert Bowman of our Cutlery Section. Bert left on Saturday, June 4, to work in our Port Arthur Store. He was presented with a Gladstone bag by Mr. Cranston who thanked him for his loyal and faithful service in the Jewellery Department.

Miss Joan Cloninger, our Montana "cow-girl," is leaving to be married. Best of luck, Joan.

Miss Marina Katronis, our ballet dancer, is leaving for a special scholarship at the Banff School of Fine Arts. Here's wishing you success in your dancing career, Marina. Your stay with us added a touch of brightness.

* * *

Paints, Wall-papers

Congratulations to Bill and Mrs. Lever on the birth of their first grandson, in Vancouver.

Edna Evans had a hurried call to St. Boniface Hospital—to leave her appendix. Glad she is coming along finely.

From Mr. A. Stephens the department received a note of thanks for the flowers sent to the funeral of his father, Mr. L. C. Stephens, late president of the Stephens Paint Company, and a supplier with whom the Company has been associated for many years.

Deepest sympathy to Ida Efgord in the passing of her mother, Mrs. A. Concellia. Also to Mr. and Mrs. A. Connor in the loss of Mrs. Connor's father, Dr. Peake of Transcona.

EARN'S PH.D. DEGREE

DONALD S. JACKSON

Son of retired Eatonian Harry and Mrs. Jackson, 24 Bessborough Apts., has received a Ph.D. degree in chemistry from McGill University, Montreal. Dr. Jackson had previously obtained his B.Sc. from Manitoba and his M.A. from Toronto University. While at McGill he was awarded a C.L.L. Fellowship for two consecutive years. He is at present employed by the Research Division of the Aluminum Company of Canada at Arvida, Quebec. Donald is a former Eatonian himself, was in Eaton's Winnipeg Research Bureau.



IT'S TOURIST TIME

Time when the tourists come to and through Winnipeg as guests of our country and of our Company.

BE FRIENDLY—BE CONSIDERATE— BE HELPFUL!

When in our Store visitors are usually interested in shopping to advantage for goods not available at home, and goods which our importing position offers at a price benefit for themselves, family and friends. Know the merchandise your department offers—welcome them, show that merchandise, and give them our famous Eaton Service!

General Tourist information is provided at the special booth, Main Floor, on the Hargrave aisle; and Store and local information at the Second Floor Bureau beside the Post Office.

Winnipeg Honoured with Directors' Meeting

A special meeting of a number of Company Directors was held in Winnipeg, May 9, 10 and 11. Those present included Mr. J. R. Jenkins, Vice-President, Company Merchandising Operations; Mr. F. B. Walls, Vice-President and General Manager, Montreal; Mr. H. P. Parkes, Director and General Manager, Maritimes Division; Mr. A. N. Sands, Director and General Manager, Mail Order, Toronto; Mr. D. Kinnear, Director and General Manager, British Columbia Division; Mr. A. R. Tucker, Director and General Manager, Western Division. Also attending the meeting were Mr. A. Y. Eaton, Controller, Toronto; Mr. A. H. Young, Winnipeg Mail Order Superintendent, and Mr. H. A. Steele, Manager Winnipeg Sales and Expense Office.

On the evening of Tuesday, May 10, a very enjoyable reception, tendered by the Winnipeg executives, was held in the visitors' honour at the Fort Garry Hotel, when Store and Mail Order managers were invited to meet the distinguished Company officers.



ALL SET and AWAY to a BIG LAWN BOWLING SEASON



OFF TO AN EARLY START, EATON'S LAWN BOWLERS ROLLED FIRST LEAGUE GAMES MAY 17

Well, when we say early, we mean comparatively early, especially by western spring weather these years! It just couldn't have been a better evening, however—the golden sun sloping to the west, a really warm air with the hint of a tang as the sun set, grass in fine shape and the ground pretty smooth. Bowlers, of course, a bit rusty from the long winter, and the limited time for practising—but they turned out to fill eight greens for a good start to the season.

Mr. Bruce Sutherland is here seen getting a good weight to that first bowl—but needed a bit more, as it turned out—still the bowl was in play; and a bit later we see him being

cajoled at right by President Sam Poole, into playing as a spare. Incidentally, one of the opposing rink—L. G.—told us that from then on the Sutherland bowling was "right in there"—so we figure somebody has a steady spare now! Photographer Albert Mousseau was also drafted! Ye Ed. went away to a baby-sitting engagement but found out after that, like Sir Francis Drake, we could have finished the bowls and handled the other assignment, too.

So let's wish the bowlers grand weather and a great season; hope the skeeters are soon under control; however, there's always "dope" for that! Members—please turn out—and Spares—turn out too; what with holidays they'll surely need you!

TENNIS: "Who's for tennis?" If you are, and would like to play the game—join the Eaton Tennis Club which plays each Thursday evening at the Canoe Club courts. See the Recreation Section, Employment Office, Second Floor, Store, for fuller particulars . . . and remember, you're welcome indeed to this active group!



Triple-Play! Baseball Starts with Three Games

Monday evening, May 30, the Eaton Baseball Leagues opened the season. Like the bowlers a couple of weeks earlier, they seemed to have ordered the weather specially. There was a brisk breeze but warm sun and good light. President Doug McPherson and his aides were on deck, and Mr. Ed Rogers, as shown above, sent the first ball right over the plate. Girls' teams, Imps (left) and Royals (right), met in the opener, and all four men's teams were in action. Camera managed to catch an exciting moment or two.

From now on Walter McDonald will keep us posted on standings, etc.; but we all wish good weather and good games to all our ball players. "Batter up! Let's Go!" True, we've had little chance for games since the foregoing was written, but let's keep hoping!

PRE-SEASON DANCE ENJOYED BY BASEBALLERS!

Not, mind you, enjoyed by anything like as many of the ball players and their guests as we would have liked to see there, and which the evening of May 25 well deserved. However, it was one of those evenings when the weather didn't co-operate to encourage any last-minute rush! To the committee who planned it and to those energetic souls who made up special parties for the evening, go the thanks of all who were there. Nice music, nice people, nice place—St. Vital Hotel—with a smooth dance floor; yes, let's repeat—a happy evening. Looking to the next.

SERVICE APPRECIATION FROM OUR CUSTOMERS

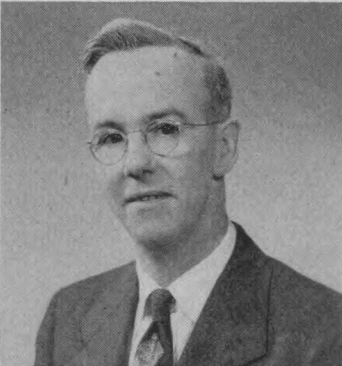
Two nice letters regarding our staff members:

"When illness is in the home, one appreciates the efficient order board and delivery of the goods. Eaton's could not have a better salesman than our delivery man. My home is in Minnedosa, but while in Winnipeg two years ago mother was seriously ill—no visitors allowed. I can still remember what it meant to see your pleasant delivery man at the door. Later I was alone in the suite and ill. Your order board looked after everything for me—and then when the groceries were delivered, I was greeted with the same smile . . . seemed like an old friend . . . and that is what Eaton's is!" (Compliments to Mervin Thrush.)

To driver Cyril Horsfall, this tribute from a customer: "While walking home with parcels (accompanied by her dog) the parcel bag burst

and packages spilled to the ground; just then along came another dog—and confusion reigned supreme! Ignored by passers-by, but the Eaton driver hopped out of his truck, helped her gather the packages and then carried them into her home. . . . Once again proving it's Eaton's for courtesy and service!

From MRS. B. TUSTIN, M.O. Exchanges, we hear that a visiting U.S. distinguished speaker at the recent Eastern Star convention at the Fort Garry, had nice things to say of our city. First experience: an immediate "loan" of coppers when they had none at the parking meter, by a Winnipegger. Then, special mention was made of the helpful courtesy of park-lot attendants—at Eaton's. "It's the little things that count!"



Welcome to the Quarter Century Club

MISS LOUISE MARTIN

May 1 was the date of Miss Martin's quarter-century anniversary, and she anticipated it slightly in time—and wonderfully in enjoyment—by spending a glorious April holiday in Honolulu. Miss Martin's whole service has been with the Grill Room, to which staff she came as dietitian after her graduation from Manitoba University, and where she is now in charge of the Grill Dining-room and Hostess Shop.

Her anniversary gift from the department was a car radio and beverage set; from the Grill Room staff she received a lovely silver tray, and then there were many personal gifts including some of her favourite figurines.

JOHN WATT MORRISON

Born in Aberdeen, Scotland, Jack Morrison worked with Eaton's Display in the silk-screen section for a time in 1929; became a member of the Paint Shop staff for continuous service since May 10, 1930, and was in charge of that department in recent years. For the past year Jack has been department manager of Customers' Decorating.

On his anniversary day the department presented Mr. Morrison with a power lawn mower, and colleagues in the Paint Shop made him a gift of a "Snorkel" pen and pencil set.

That evening friends in the Decorating Department and a number of Jack's Eaton associates surprised him with a jolly party at his house, where he was presented with a sports duffle bag. A married man with two daughters (one married), and the proud granddaddy of Sandy and Johnny McKee, Jack is active in Eaton golf and curling circles, duck shooting and painting pictures—and also likes to watch football.

Top: Miss P. Chapman; Miss L. Martin opens her gifts. Second row: Mr. G. Gould, Mr. J. Cleaver, Mr. J. Morrison.

GEORGE A. GOULD

Prefacing his continuous service with extra-help experience in Women's Shoes, Boys' Clothing, City Ads and Sporting Goods, George Gould joined the Fur Department 25 years ago on May 22, and except for some periods with M.O. Dresses and Stock Audit, has worked there continuously—worked so well, in fact, that he became department manager some years ago. For three years in World War 2 George was a sergeant infantry instructor.

Actual anniversary date was May 22, so on Saturday, May 21, presentation was made by the department of a Shaeffer Snorkel pen set; messages, letters, phone calls and personal visits filled the day for Mr. Gould. As the department correspondent relates, "We decided to have another party and on Tuesday, May 24, had a wonderful evening of dining and dancing at The Highwayman, at which time George was presented with a set of matched Campbell golf woods and golf balls. A sing-song terminated the happy evening.

Among the guests were retired Eatonians Mr. Bill Gould, father of the guest of honour, and Mr. W. Matheson, Toronto Fur Department manager; also Mr. L. Johnston, department manager, Western Fur Promotion. Thanks, much, to Dave Back for organizing the evening.

Married, with two children, Nancy and Allin, George is president of Wildwood Community Club, member of Wildwood Golf and Winnipeg Canoe Clubs; active in golfing, boating and ski-ing.

Quarter-Century—Continued

JAMES CLEAVER

May 26 saw the celebration of 25 years with Eaton's for Jim Cleaver, of the Bag Factory. So his colleagues gathered around and presented Jim with a luggage set which "set him up" for that extended holiday he's now spending (from June to August) with Mrs. Cleaver and 13-year-old daughter Anne, in the British Isles.

Born in Royton, Lancashire, England, Mr. Cleaver came to Canada in 1929 and since joining Eaton's in 1930 has been with the Bag Factory for his full quarter-century—counting out, of course, his five years (three overseas) with the R.C.A.F. as a mechanic.

To further celebrate the occasion for Jim, the department held a dine-and-dance party at Valour Road Legion, Friday, May 27, when Jim was presented with a wallet and contents.

Curling with Eaton's and St. Vital Clubs, golf and gardening, give Mr. Cleaver healthful and happy spare-time work and recreation.

PEARL GERALDINE NAOMI CHAPMAN

Pearl Chapman celebrated her 25th anniversary with the Company on Monday, May 9. She received a record player from the combined 153, 159 and 167 Departments, and many other gifts from a host of personal friends. During the day Pearl was kept very busy receiving visitors who came from numerous departments in the Store and Mail Order.

Monday evening was taken up with a rousing party in her honour, held at the Grain Exchange hall, complete with all the trimmings. At the party Pearl received a chenille bedspread as a token gift. This was presented on behalf of her friends by Mr. W. Curry. In reply Pearl expressed her appreciation for the wonderful day made possible by the co-operation of her many friends.

The evening was taken up with a clever skit ably put on by Dick Thompson assisted by Gordon Grimes and Jack Greenwood—something to be remembered for a long time. Dancing then followed, the music being supplied by Gordon (Cecil B. DeMille) Grimes. As a token of appreciation, Miss Chapman had many of her friends attend a reception at the home of her sister-in-law, Mrs. Sidney Chapman, on Friday, May 13.

Miss Chapman has been twelve and a half years in the M.O. Mailing List and Salesroom following a similar period in the Printing Department, and had some years' broken service previously. Likes music, books, hobbycrafts, travel and meeting people; actively interested in nursing.

EATONIANS — During May Your Eaton Employees' Charitable Fund made the following donations on your behalf:

To Salvation Army

Red Shield Appeal.....\$3,000.00

To the Air Cadet League.... 500.00

To the Wheel Chair Centre.. 300.00

Thanks again to the Fund department secretaries and all those who contribute to make possible this "helping hand" to worthy causes.

GOOD-NEIGHBOUR VISITORS APPRECIATE EATON HOSPITALITY

From Miss Carol Ramsay, Park River High School, North Dakota, come words of thanks on behalf of the senior graduating class which Eaton's entertained to luncheon and a tour of the Winnipeg organization. "Words cannot fully express the thanks for the wonderful reception; and the courtesy shown us by your staff could not be matched. . . . When any of us return in the future for visits, we will remember Eaton's and make it our shopping headquarters. . . ."



MEET CITY ADVERTISING'S TWO NEW PRESIDENTS

The City Ads at Eaton's is indeed making the news these days! First, Betty Sparling is elected president of the Women's Advertising Club of Winnipeg, and then our manager, Mr. John Bruce, is elected president of the Sales and Advertising Club of this fair city! Congratulations and best wishes for a successful year, presidents! Both these officers attended the annual conference of Federation of Canadian Advertising and Sales Clubs at Kitchener-Waterloo early in June.

**PROTECT NOW
WITH MEDICAL
AND HOSPITAL
SERVICES!**



Medical and Hospital Groups

You may join alone or for family and dependents. Why not act at once to have this protection that takes care of you or your dependents when the need arises.

Join for medical care, for hospitalization, or both. Full details are available at any time at the Staff Relations Office, Second Floor, Store. Your application will be received up to and including June 30.

Don't leave it until the last day or two, we suggest. Make up your mind and apply without delay!



**NOW—And Until
the End of June—
You Can Apply for
Membership in**

NOW! "CYCLE BILLING"



SOMETHING NEW HAS INDEED BEEN ADDED

in the method of handling Customers' Deposit Accounts, Charge Accounts and Revolving Credit Accounts—those accounts where a monthly statement is mailed giving details of purchases, payments and balances. "Cycle Billing" is a complete system of filing, recording, accounting and billing the customer and is designed to spread the work into cycles extending over the whole month rather than have it concentrated at month ending only. On these pages we give a brief outline of the equipment and procedure.

ABOVE is shown one of the very modern Cycle Billing Filing units — each drawer of which is removable when necessary, smooth-rolling at a touch of the hand, and the whole unit designed for comfort and ease in use, combined with efficiency and accuracy. Here are filed the customers' ledger cards for continuous record, together with the "media" or actual individual purchase checks and bills. The monthly statement is then made up on the date a cycle ends.

AT RIGHT is shown a "billing" machine. This machine takes both the customer's statement and the corresponding ledger card, and when the items are entered in the statement columns (Balance Forward, Purchases, Returns, Sundry Debits, Deposits and New Balance) a record of the total for each is automatically posted by the machine on the Ledger Card.



WHAT IS CYCLE BILLING? Well just what it says . . . a method of handling, recording, filing and filming the statement and details of accounts, so that the complex and unwieldy system which left all the summarizing and totalling of bills, rendering of accounts and statements, and handling all the payments and adjustments each month within a matter of days, can now be spread out for a "balanced load" over each month. In other words, a regular "cycle" or round of steady work rather than peak loads and rush work.

EXPLANATORY CIRCULARS were sent to all customers having Deposit, Charge and Revolving Credit Accounts, explaining the general operation. For instance, three main sections divide the month into three main cycles: Deposit Accounts close out for billing so-many-a-day from the 1st to the 10th (the Mail Order subdivision of D.A. is closed out 22nd and 24th). For Charge Accounts the period of close-out for billing falls on days 12th to 19th and 21st. For Revolving Credit, 25th, 27th, 28th. The system allows accounts to be posted up, film-recorded, set up for mailing and in the customers' hands within a few days of close-out—and regularly within a day or so of that date each following month.

FOR CUSTOMERS' ACCOUNTS

AT RIGHT: Here's a machine that works with microfilm—and works so fast one can hardly believe it! Into the feed-chute at the front are fed the individual purchase checks, payments, exchanges and the customer's statement (the checks having been entered on the statement by amounts only, and also credit checks for returns, deposits, etc.). This machine works practically silently, feeds the checks and sheets in individually, and each one is photographed on movie microfilm (just about half-inch wide) under powerful light. Thus the details of the slips are recorded clearly on the tiny film at a very fast rate of pictures per second.

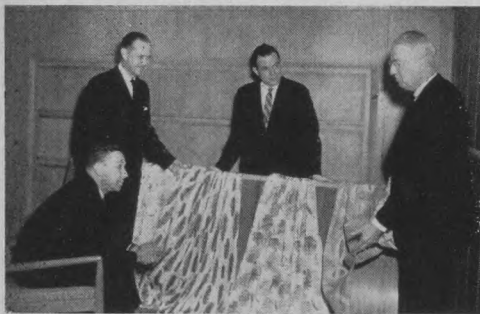


LEFT: NOW COMES THE TEST!

For office or customer requirements, the details of the customer's account are wanted. So the microfilm record for that particular section and period is soon obtained from the film file; it's inserted in the automatic-powered unit at the top of the viewer shown here, and rapidly run along until the right name and account is reached. Then, on the viewplate just partly seen here at the bottom of the viewer, the checks, bills and statement which are just small spots on the film, are greatly enlarged and highly lighted so that the entries are easily readable and the details can be checked.

THE CYCLE BILLING SYSTEM as we now have it, **ALSO MAKES IT EASIER FOR CUSTOMERS TO CHECK STATEMENT AMOUNTS AGAINST PURCHASE CHECKS, ETC.**, because the actual checks are sent with the statement! This is a real advantage to the customer in that, with several people (usually, anyway, husband and wife) purchasing on an account, it has been the custom rather than the exception, for numerous checks to be missing from the "home pile" of checks, and led to lost time and annoyance for the homekeeper-budgeteer. NOW, no hesitation, no loss of time hunting down purchase checks or searching of memory—it's all there with the statement—and any error in posting or filing or mis-read numbers, etc., is easy to get fixed up. That's a real advantage of our new system on these accounts—**CYCLE BILLING IS AS GREAT A CONVENIENCE TO THE CUSTOMER AS TO OUR ACCOUNTS OFFICE**—Modern, Very New, Very Accurate in Its Plan and Method—Compact in Its Space Requirements.

Yes, When It Comes to Accounting Service, the same as when it comes to merchandise service and values, to staff attention and service—**WE DO IT BETTER AT EATON'S!**



Mr. Laidley, manager, Draperies; and Mr. J. E. Dunwoodie, House Furnishings manager, in the showrooms of Seneca Textiles, New York. Mr. Messersmith of the Textiles company, and Mr. H. D. Loudon, department manager, New York Office, are on the right.



Miss Patricia Berry of the New York Office, has model display a pretty dress in the Leslie Fay line, to Mr. T. S. McEwen, Montreal Store, and Miss Kathleen Carvill, Toronto. Leslie Fay manager, Harry Derfler, is ready to present a smart two-piece cotton creation.

A Look at Eaton's New York Office

When the telephone rings at 200 Madison Avenue—at 35th and 36th Streets—a cheery voice responds, "EATON'S of Canada." In New York, Eaton's is a company recognized as an extremely valued customer and a tremendous outlet for business in Canada. Consequently, a constant flow of Eaton buyers mingles with the stream of U.S. salesmen in and out of our New York Buying Office. A teletype maintains continuous contact with our big stores in Canada.

When our Canadian buyers arrive in New York on-the-spot Buying Office staff are prepared to accompany them into the market or to suggest good buys. Or our stores may have merchandise purchased by the New York staff and shipped directly to them.



Mr. W. C. Bores, manager, is the hub of this busy office. He is not only top contact man for all business, but each week edits a New York report going to management. He marked his 38th anniversary with Eaton's in March.

H. D. Loudon, department manager, who marks his 27th anniversary with the Company this month, buys the textiles. Many are for the mail order catalogue so Mr. Loudon must work well in advance of publication. His buying requires a great study of synthetics and an intimate knowledge of the new blends, primary textiles and colour trends.

Lillian Struse, the switchboard operator, has been on the job 31 years. Miss Alice Burrows, fashion authority, came to Eaton's about ten years ago from "Vogue" magazine, and she acts as consultant to many of our people.

Mrs. Helen W. Williams, millinery and lingerie buyer, notes "a little more hat"

in New York this season, but not the heavy hat Paris was talking about.

Marion H. Biggar, ten-year Eatonian, is buyer of costume jewellery, hand bags, accessories, etc. Says the current season shows lots of light-weight jewellery, ropes of crystal and pastel beads and lots of colour in accessories. Seam-free hosiery appears to be stealing the sales.

Dan A. Abbott is buyer of boys' and men's wear. There's a new trend to dress up sports shirts, he says.

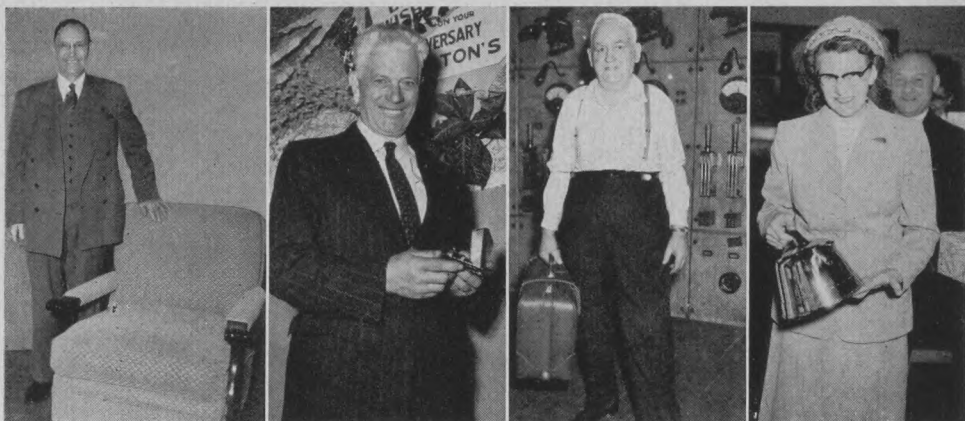
Hugh C. Corbin, who buys women's suits, coats, furs, and sportswear, says synthetic sweaters—acrilon and orlon—are so popular that we may see them replacing all but the lovely cashmere imports. "The United States can do a good job for us," he says, "by supplying colour and novelties."

George E. Hodes has been buying hard lines for some years. Believes that more United States companies will open plants in Canada to serve the Canadian buyer.

George Purdy, a 30-year Eatonian, buys diamonds and notions. Between these two unrelated items he buys better jewellery, cutlery, clocks and novelties.

A good man to know in the New York Office is Bill Brecht. An expert in transportation, and he also handles the vouchers and money matters for Eaton buyers.

Miss Patricia Berry buys the less expensive dresses, and Miss Bertha Burnett buys the better dresses and costumes. Miss Burnett feels that part of a buyer's responsibility is to maintain the high respect in which Eaton's is held so that merchandise is available to us in Canada as quickly as to the United States market.



In order: Mr. Jonasson, Mr. Beacom, Mr. Francey, Mrs. Jacques

“Good Luck” to these Retired Eatonians

ISABEL NEIL—On May 1 Miss Neil retired after over 28 years in the Children's Footwear where she served mostly in the Infants' Section—and where she had built up a large and satisfied clientele. The best wishes of all her colleagues go with her for a happy period of leisure years.

J. E. JONASSON retired on May 4 after 39 years of service in the Grill Room Kitchens. On behalf of his colleagues, Mr. R. Love presented Mr. Jonasson with a comfortable lounge chair which should add to the ease of his years of leisure.

J. BEACOM, of the Caretaking staff, became a “gentleman of leisure” on his retirement day, May 7. He had been an Eatonian since 1940. As a souvenir of their good wishes for his future health and well-being, the department staff presented him with a wrist watch—and may every hour recorded by it bring him happiness.

JOSEPH FRANCEY, of Light, Heat and Power, retired from the Engineers' Department on May 7 after being in Eaton service since October, 1919. We recorded Joe's 35th anniversary in last November issue. He was honoured at the annual Engineers' party (see department news), and for his retirement travel was presented with the Gladstone bag he's holding in our picture. “The Luck o' the Irish be Wid Ye, Joe.”

MRS. MAY JACQUES, of the Candy Factory, bade farewell to her colleagues on May 13, retiring prematurely owing to family circumstances. May had worked for 20 years in that department, and Mr. Hinch paid tribute to her good work and popularity in presenting the department's gifts of an electric kettle, also sandwich toaster-waffle iron combination. Happy years, May!

Eaton's Good Deeders Make “A First”

Yes, Eaton's Winnipeg Good Deed Club made radio and television history here Friday evening, May 13, over radio station CBW and television station CBWT. The Good Deed scholarship winners and the Senior Ensemble of the Good Deed Club Choir performed on television and radio at the same time—first time such an event (Simulcast) had been accomplished in Winnipeg!

The occasion was a very successful one—television clear — action, speech and singing very good over TV and radio. Take a bow, Rose Cooper, Good Deed secretary; John Bruce, Advertising manager and Club director, and Bob Willson, announcer—all of whom were “in the video.” Thanks also to Olga Irwin, choir director; accompanist Harold Green, and producers Jack Phillips and Alf Parr, “unseen heroes.”



“**EATON'S DAILY STORE NEWS**” was the heading of our daily advertisements in the papers for many years. From Mr. A. E. Williams, Bag Factory, we received a sheet of the Free Press of December 18, 1917, found in a wall when re-modelling. Headings, prices, settings are, of course, noticeably different to today's—so are Store hours, 8:30 to 5:30. Anybody interested can see the sheet in Contacts' office.

What's Going On Around Here?

BASEMENT STORE

Gloves, Hosiery, etc.—By M. McCance

We are pleased to report that Miss Elsie Moller is wearing a beautiful diamond ring given to her by Mr. Steve Kiz. Steve is with the Dispatch, so this is a real Eaton romance. The wedding is to take place on August 27. Our very best wishes to the happy couple.

Basement Shoes—By Elaine Charman

Glad to see Jeanne Carstens back and looking well after her recent illness.

Foodateria—By Mrs. Ruth Berg

Best wishes to Joyce Bell who left us May 25 to be married to Earl Little. Mr. A. Carr, department manager, presented Joyce with pots and pans on behalf of the department. Joyce's gift from the Store was linen. At a shower held in her honour, Joyce received a lovely table lamp and linen.

Joan Salan left us May 28 to be married to Gerry Slobodian. Mr. Carr presented Joan with blankets on behalf of the department. At a shower held in her honour, Joan was presented with bedroom lamps.

Anne Wintoniak left us June 1 to be married to Tony Stefanyshyn. Mr. A. Carr presented Anne with pots and pans on behalf of the department.

Congratulations and best wishes to all these newlyweds.

We hope Betty Nicol and Bernice Brad are well on the road to recovery; and are all glad to see May Douglas back with us; and sorry to lose Jean Roscoe.

* * *

MAIN FLOOR

Stationery and Books

Congratulations to Alma Jorheim on her engagement to Herman Olson, of Inwood, Man.

To Mrs. Marie Davies (novelists) and Mrs. Jessie Flynn (pens) a cheery "Hello" and best wishes for a speedy recovery.

Marjorie Carr-Lawton is enjoying a month's holiday in sunny Bermuda.

Notions—By V. Gillespie

Simone Tremblay recently left us to live with her sister at Shawinigan Falls. She was presented with a gift from the department, with all our best wishes for a happy life "down east."

Drugs—By C. O'Kelly

Katie DeFehr, Toiletries Counter, is wearing a beautiful new diamond ring which, she tells us, is the indication of a summer wedding. We wish her great happiness.

Mrs. Keen, Camera Counter, is leaving us to concentrate on housekeeping duties. She, too, will be very much missed.

Shirley Peters, Surgical Counter, will be a June bride. We wish the happy couple long life and happiness together.

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SECOND FLOOR

Piece Goods—By E. Twyman

A presentation was made by Mr. Odell on behalf of the department to Mr. E. M. Cooper who has been recently transferred to M.O. Piece Goods. He was presented with a Sunbeam razor. We all wish you much success in your new position, Mac.

Mrs. Lila Budge, from the Pattern Department, has left us to take up housekeeping permanently. As a parting gift she was presented with a wool blanket.

We are glad to have Mrs. Kay Bacon back with us after her lengthy illness.

Sixteen

City Inspectors

By A. Kuhlman and M. Campbell

Mr. Jack Johnstone was the recipient of a beautiful portable radio on the morning of April 20 when the staff held a presentation in his honour. Mr. Johnstone has been with the Company for 30 years and we all hope he remains many more. Congratulations, Jack!

The sparkle in "Gladly" Wold's eyes matches the sparkle of her engagement ring. The lucky man is Johnny Chudd.

We also wish to congratulate Anita Gosse-lynn on receiving her diamond. We wish both these girls good fortune and happiness.

Fancy Goods Workroom—By Joyce Vessey

We are very pleased to report that Mrs. Betty Henderson is back with us. Glad to see your smiling face again, Betty.

Staff Offices

Friday morning, June 3, Staff and Employment Office personnel gathered early to bid "bon voyage" to Connie Hancox and present her with a leather writing case (just a gentle hint, of course, to let us hear from her). Connie flew to England where she was joined by a sister from Montreal, and they are spending a two-months' vacation in the British Isles and on the Continent. We wish them a wonderful holiday.

* * *

THIRD FLOOR

Hardwares—By H. Smith

The girls in the department held a luncheon on May 4 at the Homestead in honour of Pat Nagel, whose marriage took place on May 14 at St. Stephen's Church, East Kildonan. A presentation of kitchenware was made. On May 7 the department also presented Pat with a lovely mirror. Our best wishes to Mr. and Mrs. Mel McGuffin for a very happy future.

On Saturday, May 21, we said good-bye to Tina Lanthier, of our Order Board, who left to take up household duties. She was presented with a Revere dutch oven. Our best wishes, Tina.

We are pleased to welcome two new members to the department, Ann Schofield and Terry Kirkland.

In a recent "Beautify Winnipeg" campaign put on by the Junior Chamber of Commerce, the garage contest was won by Mr. and Mrs. Tommy Reid. Mrs. (Myrtle) Reid is a member of the Hardware Department. Congratulations!

Meats—By Hilda Mensforth

Wedding bells will be ringing for Miss Polly Basisty, June 11. Victor Hyworon is the lucky man. Best of luck to them in their venture into matrimony.

Sorry to report Mr. T. Poole is ill. Hurry and get well, Tommy.

* * *

FOURTH FLOOR

Fur Department—By E. Turner

Once again the Fur Department is in the news with a birth, a retirement and a new member for the Quarter-Century Club. We sure live dangerously (!).

Congratulations to Jack and Maria Stan-cove on the birth of their son, John Alexander, on May 6. Mother is the former Maria Masotti, of the Millinery Department.

Saturday, May 14, was the day Norma Roberts said good-bye to the department to make housekeeping a full-time responsibility. Our gift was a beverage shaker and an ice bucket. The best of good luck to you, Norma, we will all miss you.

A "hello and good-bye" with a special "thank you" to all our faithful and willing extra workers for the Fur Storage Department. Our spring season was short but energetic and once again all the fur coats are being capably taken care of until required for winter wear—but now, come on, summer!

BIG NEWS, of course, is the quarter-century of our Mr. Gould as reported in this issue.



And here is an informal "shot of the genial George at the party given in his honour. No doubt he is telling how far he is going to hit those golf balls!

* * *

FIFTH FLOOR

Children's Footwear—By L. Clarke

Congratulations to our Mrs. Marshall, now a grandmother for the second time. The baby boy, Laurence Keith McCabe, 6½ lb., was born May 25.

Best wishes for the future to Grace Stamp, who has transferred back to the Parcelling Department.

Children's Wear—By F. Kellett

Miss Bernice Gray left our department April 20 to reside in Toronto. She was presented with a set of luggage from the management and staff.

We hope Kay Miller's father will be better soon. We miss you, Kay!

We welcome Josephine Van Den Berg and Nancy Wells to our department.

* * *

SIXTH FLOOR

Carpets—By Gladys McLean

Congratulations to Mr. and Mrs. Gordon Garden on the arrival of Thomas Ryan, a brother for Jimmy, who arrived on May 12, weight 6 lb., 10 oz.

At the Winnipeg Floor Covering golf tournament at Elmhurst on May 25, the boys from our department made a good showing when it came to winning prizes; but am afraid they could not all have been given for good golf—must have been some luck attached to it! Congratulations to Bill Robinson who is the new president of the Winnipeg Floor Covering Golf Association.

The boys in the department held a stag party at Mr. Jephson's "dog house" on May 27. Understand everyone had a very good time; too bad the weather man didn't co-operate better.

We wish Grant McKay success in his new department.

Sincere sympathy from all in the department goes to Mr. Jephson in the loss of his brother who passed away in Vancouver on May 3.

Telegraphs and Correspondence

By Margaret Gair

Hazel Leisham left to take up housekeeping on May 7. We also bade good-bye to Bob Carter on May 21.

Congratulations are in order for Margaret Makus who received a lovely diamond on May 17 from Lorne Pugh.

General Office—By Geneva Hayward

Mr. Whitbread presented Dorothy Jennings with Revere ware on behalf of the General Office. Her marriage took place May 21 at Norwood United Church when she became the bride of Benjamin Petlak. Also a shower in Dorothy's honour was held at the home of Eleanor Sagor. All our best wishes to this happy couple.

Good work, George Lovell, who captured the Grandfathers' trophy on the recent golf field day.

A special welcome to Ian Fairweather from Edinburgh, Scotland, who joined our staff May 31.

We are glad to welcome also Jenne Pedek and Dolores Williamson as new members of our staff.

Best of luck to Evelyn Lee who has left to live in the big town, Montreal. She was presented with an evening bag and travelling clock.

* * *

SEVENTH FLOOR

Electricals—By W. Ruppenthal

Gordon Eisener was recently chosen as one of the representatives of the Central Y.M.C.A. at the National Council annual meeting in Toronto, May 5, 6 and 7. Congratulations, Gordon!

Helen Gieb left us to take up home duties and on her departure a presentation was made to her on behalf of the staff by Mr. A. Hewish.

We are very proud of the "new look" which we have recently received in our department. We now have more space in which to display our lovely merchandise.

* * *

EIGHTH FLOOR

Provision Order Board—By Anne Atkin

Glad to have you back with us, Maggie, after your long illness. Away ill are Edna Webb and Kay Smith; get well soon, girls.

Sorry to lose Helen Jones and we hope her health will improve. As a parting gift from the office, she received a breakfast set.

A shower was held for Jean Vermeulen at the home of Mrs. Bain on May 26. Jean was presented with Revere ware by Winnie Kelly on behalf of the Order Room. A luncheon was served and an enjoyable evening was had by all. Thanks for the use of your home, Joyce.

D.A. Office—By B. Hammond and P. Wasaty

On April 7, Gail Simmons received a beautiful diamond from Glenn Callis. Congratulations!

Best wishes also to Dorothy Guilbert who became engaged on May 4 to Art Ross.

A luncheon was held at Moore's May 18, for Doreen Rudolph. The bride-to-be was presented with a gift of towels and blanket.

The following Wednesday, May 25, a shower for Carole Goodman took place at the Homestead. Helen Smith presented Carole with an electric kettle and toaster from the girls in the office.

Ladies' Garment Alterations

By Helen Sawka

On May 26, Alice Morin celebrated 30 years of service for the Company. She received a beautiful Viking mantel radio from the department on this happy occasion, with our wishes for best of health and happiness in the years to come.

Budget Plan—By E. Tamplin

Best wishes for health and happiness to Lorraine Cielen who left to become the bride of Ed Jurkowski on May 7 in St. John Cantius Church. Mrs. June Wood and Miss Gladys Laroque were joint hostesses at a department shower given in Lorraine's honour, at which she received a beautiful mirror. She was also presented with a lovely coffee table from the department and a hassock from her section.

We were very sorry to say good-bye to two very popular members of our staff. Mrs. Margaret McNabb was presented with a gift of luggage from the department and a beautiful pin and earrings set from her section; also many gifts from her admirers. We wish you every success, Marg; hope the warmth of our good wishes will help to warm the chilly breezes at Churchill. Also Miss Agda Torgerson, who was presented with a gift of luggage from the department on leaving to live "out west." Best of luck, Agda, don't forget to let us hear from you now and then.

We were very sorry to hear of the car accident in which our Jerry Majnusz was involved, but we are happy to see him back at work feeling fit again.

Dan Cupid also paid our office a visit last month. Congratulations to Ruth McLellan who received a beautiful diamond. The lucky fellow is Bill Boivin and the big day is set for July. Best wishes!

Sorry to report Verla Busch and Hilda Crawford are still away. Hope to have them well and back with us soon.

City Ads—By Ruth MacKay

We welcome four new staff members, Miss Johann Burns and Mr. George Haug to the Art Section, Mr. Jack Stewart in Production, and Miss Jane Owens, Copywriter.

A happy note—Mrs. Kay Tomchuk and Miss Denise Chivers are back on the job again after a stay in hospital.

We wish Miss Winnifred Dark a happy holiday abroad. Win is spending her long quarter-century vacation touring the British Isles and Europe. The highlight of her trip will be her stay in Norway and Sweden. It couldn't happen to a nicer person!

Sales Audit—By B. Parsons

Mr. C. Cane left our department on Saturday, May 7, to join another department. He received a circular saw from the department as a farewell gift. Our best wishes, Charlie, and good luck in your new job.

The department said good-bye to Erika Waldie on May 4.

We would like to say "Hello" to Doris Zeke who has been away for a tonsillectomy. Hope to see you back at work in the near future.

Our congratulations to Vera Schultz who was married to Fred Parker on May 28, at St. Augustine Church. As a shower gift the girls presented Vera with a torchere lamp. She also received a bedroom lamp from the department as a wedding present.

* * *

ELEVATOR UPS AND DOWNS

By Aldous Brow

The subject on everyone's lips at the beginning of May was the wonderful time we all had at the Spring Dance. It was held in the Native Sons' Hall in St. Boniface and thanks to the weather and ticket sales, we had a very good turnout. The Elevator girls were there in full force, including quite a few of our former operators. The wish of yours truly is that we have another get-together "real soon," in fact, the sooner the better.

Our best wishes go with Hugh Donaghey who recently transferred to the Paint Shop.

Glad to see Margaret Hosler and Tom Spearing who were recently away ill, back at

work with us. To Frank Donald of our night staff, who is still in Deer Lodge Hospital, "we are all thinking of you, Frank, and wish you a speedy recovery."

We would also like to welcome a new member of our staff, Peter Schouwstra. Hope you will like being with us, Peter.

* * *

Light, Heat and Power

By J. G. Anderson

We wish to elaborate this month upon our big spring dance,

That creates more sensations than Dior does in France;

For when this frolic comes around we close up every door,

And trip the light fantastic on a crystal ballroom floor.

Our ladies fair do up their hair and don a new creation.

They add a fragrance to the air with tincture of "Citation;"

And when their dainty pulchritude with aptness is displayed,

They glide into the ballroom while a grand old march is played.

We hold a "do" like this each spring to honour those retiring,

To let them know before they go their work has been inspiring.

We make them feel we can't conceal our sorrow in their parting,

For man alive at sixty-five their life is only starting.

This year in usual friendly style with all its fun and fancy,

We had but one to honour there whose name was Joseph Francey.

A master mind, he stood behind the engines and the switches,

And when his Irish wit let loose, he kept us all in stitches.

So "Good-bye, Joe" as off you go, to travel, fun and fishing.

For happiness and health to you is what we all are wishing,

And if you come again our way you'll find us all a-hopin'

You enter in our friendly door for it is always open.

And finally then, there's Petlack, Ben, our single lonely son,

Who recently decided, two can live as cheap as one;

But if you see the girl he chose, a sweet and lovely vision,

You readily will understand what prompted his decision.



Mr. Francey, as mentioned by the poet above, was honoured at the Engineers' party. Here we see him, right, with his daughter Ruth who works in M.O. Notions, and Mr. F. Bergman.

Carpenters—By George Smook

But yes! Congratulations to "little boy" Ray Smith, now a papa. Ray may have been wishing for a young football player—but this little girl delights him. Congratulations, Mr. and Mrs. Smith.

We continue to miss Charlie Cheator, away recuperating. . . . Miss his noon-hour lessons of things to come—including those trips to the moon! Hurry back, Charlie.

Ed Sunberg, our "Gary Cooper," was hospitalized by an accident to his hand. Now up and around. It's rumoured that Rogers, having misplaced a small stepladder, needs somebody like Ed around to work in the "ceiling stratosphere." And in that region, by the way, our Mr. Bill Murray is "up in the clouds" since he moved into that beautiful new home in Silver Heights.

Twenty-five years is a long time, but still passes quickly. Ask Ed and Mrs. Locke who celebrated their 25th anniversary this month. Congratulations.

Glad to see Rudy Zibroski back at work—same cheerful person as ever.

Holiday season coming up — but not too many plans in the air as yet among the boys. Could it be that our wives have the situation in hand—fun working in the garden or painting the house? Yours truly, anyway, plans to head for "Mehico!"

That's it for now from the "wood-butchers' shop." Hope to have very important news for next issue!

LATE NEWS—MAIN FLOOR—STORE

Men's Hats and Caps—By T. Laidlaw

The month of May was a time of several events of note with us. There was the presentations to Madge Vance on her "40th" with the Company; there was the presentation to Jack Muirhead who left us for the position of signature in the Toys; and then a farewell gift to Barbara Norburn, who left us to give full time to her home-keeping. Good luck, all!

We are glad to know Mrs. Godwin, wife of our department manager, Mr. T. Godwin, is recovering rapidly from her painful eye infection.

Candies—By J. Newcombe

Congratulations to Miss Lena Serelus of our Third Floor Candy Bar, on receiving her diamond ring. The lucky man is Mr. B. Streilein.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

Miss Phyllis Grymoloski left work on May 21 to be married to William Martin at Lethbridge, Alta., at a later date. Before leaving she received chenille bedspread, carving set and blankets from the fund and sheets and pillow cases from the girls in the department. Best of luck to Phyllis and William.

Congratulations and best wishes for more happy years with the Company to Mr. C. Jones and Mr. B. Anderson on their 35th anniversaries.

Drapery Workroom—By J. Pauwels

Mr. Charlie Murray is all smiles these days being the proud father of a 9-lb. 6-oz. baby girl, a sister for Wendy and Johnny. Congratulations.

We hope Chris Erbach will be back with us soon after his stay in the hospital. Speedy recovery, Chris.

REMINDER: To just a few departments—

Please try to get your news in by the end of the month or at least the two days following. Thanks!—Ed.

FOURTH FLOOR

M.O. Children's Shoes..By D. Clubb

Our sincere sympathy is extended to Signe Strom on the recent loss of her father.

Farewells were said on Saturday, May 14, to Helen Sys who has left us for health reasons. On leaving she was presented with a jewel box on behalf of the staff. We wish Helen better health and good fortune in the future.

M.O. Hardwares—By P. Muzik and B. Landry

Very glad to report that we lost one of our few remaining bachelors when Andy Laird exchanged his state of single for married bliss at Harrow United Church on Saturday, May 21. The bride was Ellen House of M.O. Girls' Wear, formerly of the Elevators. Congratulations and best wishes to you, Andy and Ellen.

We are also glad to report that Kay Painting is back at work and feeling much better after her operation and convalescence.

* * *

FIFTH FLOOR

M.O. Drugs—By B. Dixon

Our congratulations were extended to Janet (Jenny) Towers on the morning of May 18, on the occasion of her 35th anniversary.

June 4 was an outstanding day for another member of our staff when Martha Wilson left to be married. Wedding date, June 10. Best wishes, Martha.

At time of writing, Cassie Fenwick is away ill. Get well soon, Cassie.

Had Bob Roulston in to see us the other day, looking very well. We gather that retirement agrees with Bob, all right!

* * *

SIXTH FLOOR

M.O. Floor Coverings—By Helen Sych

Best wishes for married health, prosperity and happiness to Mary Busch who left to become the bride of Nick Dusoski at Christ Lutheran Church, June 4. Mr. Foster made the presentation of a Sunbeam mixmaster to Mary on behalf of the department.

Household Linens—By F. Rogers and J. Burns

Messrs. J. Stevenson, G. Robison and Miss Phoebe Field of our retired staff, visited us recently to give us the latest news on their activities.

Mary Jane Pinsard, formerly of our department, and her husband have just returned from a trip to France. Mary Jane dropped in to see her friends in the Mail Order and to tell us how much they had enjoyed their stay overseas.

We had a pleasant surprise on May 25 when Carman Conn paid us a visit. It is certainly grand to see you looking so well, Carman, and we all wish you a speedy recovery.

Congratulations to Emily Graham who was one of the lucky winners in the Free Press Jumble Contest.

On May 7 the department staff joined to wish Gordon McRae every success in his business course. Mr. Hogg, on behalf of his colleagues, presented Gordon with a pen and pencil set. We shall all miss you, Gordon, and we are interested in hearing how you are getting along.

Mr. Jim Burns, our Contacts correspondent, is enjoying the spring sunshine convalescing from his recent operation. We hope to see that cheery Irish smile back with us soon.

Mr. J. H. Egerton, formerly our assistant, visited us in May to say good-bye on the eve of his departure for Ireland to see his old home. We'll be waiting to hear all about those Irish colleens, Jimmy.

Bob Holmes is away ill and his many friends in the Company wish him a speedy recovery. We are looking forward to seeing you back with us soon, Bob.

Piece Goods—By Winnie Crowston

The M.O. Piece Goods department enjoyed a visit from Mr. Isaac Kilpatrick (Mail Order Buyer, Toronto) who, with Mrs. Kilpatrick were in Winnipeg to attend the marriage of their daughter, Grace, which took place on June 4. Miss Kilpatrick was a recent graduate of the Grace Hospital School of Nursing.

A lovely diamond is gleaming on the third finger, left, of Miss Ethel Sheidow. The lucky fellow is Jimmy Lytle. Congratulations!

* * *

SEVENTH FLOOR

M.O. Dresses—By M. Carriere and M. J. Neil

We are glad to report that Miss Lena Goodmanson is now able to be back with us.

Congratulations and best wishes to Mildred Maydanik whose marriage to Michael Lesiuk took place on May 21 at St. Nicholas Church. A presentation of a Royal Doulton figurine (Lady Charmain) was made by Mr. M. T. Smithson on behalf of the department.

M.O. Lingerie—By Bea Nash

We're a little late with this one, but none the less sincere in our best wishes to Nellie Gural who now wears a beautiful diamond. Her fiancé is Marvin O'Neil of the Store Draperies.

M.O. Sporting Goods—By Dorothea Hardiman

Our sincere sympathy is extended to Mr. Tommy Hembroff, a retired member of our staff, on the death of his brother who resided in Gladstone, Man.

We are all glad to hear that Mr. Herbie Oliver is now getting about a little and feeling much better. We hope to see you back at the stand soon, Herb.

We are glad that the Seniors and Grandfathers from this department had such a "successful" field day. What we would like to know is—what happened to all the prizes?

M.O. Women's Coats and Suits

By D. Wright

A hearty welcome back to Mrs. Ena Panting after her lengthy illness.

Flash! Mr. Helgi Johnson is taking up golf. "Beware, golfers"—he smacks a mean ball.

What is the secret behind Jack Hallett's "fudge." Seems he won't tell.

Our favourite fisherman, Andy Hadden, hasn't had a bite this season, except by the monsters on the golf course.

M.O. Teen-Age and Children's Wear

By Rose Palmer

Congratulations and best wishes to Sheila Martin who left Department 11 April 30 to be married to Al Louis.

The bride-to-be was presented with a blanket on her departure.

* * *

EIGHTH FLOOR

M.O. Copying—By M. Shepherd

Our sympathy is extended to Pearl Harper in the recent loss of her mother.

Donna Zubert was married to Ralph Sager at McDermott Avenue Baptist Church on May 21. On leaving the department Donna received an iron, book-ends and numerous other gifts.

Related congratulations to Dorothy Arkle who received a lovely diamond on March 26 from F./O. Rene Dickner of Comox, B.C. Also to Anne Lemieux who received hers on April 30 from Roland Jeanson.

On May 28 Irene Strike left to reside in St. Catharines, Ontario, and was presented with a watch and duster from the department. The girls held a dinner at the Homestead at which Irene received a mother-of-pearl necklace. We wish you the best of luck in your new "home town," Irene.

M.O. Cashiers—By E. Norton

A bridal shower in honour of Olga Loyuk was held at the home of Josie Elliott on May 24. Olga was the recipient of many lovely gifts and it was a most enjoyable evening.

Our best wishes to Grace Wasilenko who left to be married June 4 to Joe Pachmowski in St. Mary's National Catholic Church. A shower was held in her honour at the home of Betty Wolfe.

Congratulations to Mr. and Mrs. John Lewchuck (Edith Aherne) on the birth of a baby boy (Paul).

We are glad to have our assistant, Mr. E. J. Wall, back after his illness.

Sorry to report Ada Smith is absent owing to illness. Hope you will be back soon, Ada.

Our deepest sympathy to Mrs. Davey on the recent loss of her mother.

M.O. Adjusting—By J. Baynes

On May 17, Marge Higham left to join her soldier husband, Ted Higham, at Kingston, Ontario. Good luck to you both, and don't forget to visit us when you come back this way.

Congratulations to our Mae Lloyd whose 35th anniversary is among the celebrations reported in this issue.

* * *

NINTH FLOOR

M.O. Men's Furnishings—By D. Dee

Friday, May 13, proved a lucky day for Jack Livingstone when he became the proud father of a son, James John. Congratulations.

We welcome Mr. R. Eaton back after an illness which took him to hospital.

Word has reached us of the death of Mr. Frank Coulson, Sunday, May 29. A former member of 28 Department, Mr. Coulson has been retired for several years, residing at Nelson, B.C. We understand he was on his way to visit his daughter at Edmonton when death occurred. To Mrs. Coulson and family we extend our sincere sympathy.

Candy Factory—By Martin McLean

We welcome Mary Bobnick back to work after being away ill for a month.

It was with deep regret we learned of the passing of one of our former employees, Mrs. Montgomery (nee Lillian Devlin). We extend to her husband, Ralph, and members of the family, our deepest sympathy.

* * *

PRINTING PLANT

By Margaret Torrance

Holiday time comes early to 1745 Department this year, and with it will come the exchange of best wishes and farewells to some of the remaining members of our staff who are to be transferred to various departments to continue efficient service with the Company.

Luck and best wishes to Miss Norah Salter who has been transferred to Multigraph Department.

We wish to Messrs. Stewart Ogilvie, Herbert Restall, Harold Sinclair, Alexander (Doc) Herriot, James Buchanan, James Murray and Peter Macintyre good health and many happy years of leisure and pleasure on their retirement.

* * *

ALEXANDER AVENUE WAREHOUSE

Bag Factory—By N. Gervais

Our congratulations to Jim Cleaver who celebrated his 25th anniversary May 26.

Mr. Ed Zwolak, another of our quarter-century men, was honoured jointly with Mr. Cleaver at our Valour Road party, and presented with a wallet from the department.

Mr. Dave Leckie and Mrs. Leckie are spending his quarter-century holiday at the coast.

We have received news from Mr. and Mrs. H. V. Clarke that they are greatly enjoying their holiday in England.

Deepest sympathy to Mrs. Frances Poustie and family on the loss of her brother.

Eaton's Badminton Club Winds Up a Very Successful Season

Tuesday evening, May 3, at the St. Charles Hotel, the wind-up dinner and presentation of prizes signed off another season for Eaton's Badminton Club. President Jack O'Leary was chairman and special guests included Mr. and Mrs. B. C. Sutherland and Mr. and Mrs. D. E. McPherson who took part in the presentation of prizes.

Messrs. Sutherland and McPherson spoke of the club's very successful season. Community singing was led by Mr. Sutherland with Alice Barber at the piano.

The presentation of prizes and election of officers for the 1955-56 season then took place, followed by a most enjoyable evening of dancing.

Once again Isabelle Hanna came through to take the Ladies' Singles trophy with Lorne Taylor taking the Men's trophy as they narrowly defeated Mabel Lightfoot and Ken Bowman respectively. The Ladies' Singles Conso-

lation prize was won by Dorothy Barker, with John Allemand winning the Men's Consolation.

The B. C. Sutherland trophies and statuettes were awarded to the winners of the Ladies' Doubles events, Mabel Lightfoot and Elsie Craig; and the Men's Doubles, Lorne Taylor and Doug McGhee. Consolation prizes in the ladies' event were awarded to Noreen Webb and Georgie Patterson.

The Mixed Doubles trophy and statuettes were won by Dorothy Barker and Jack O'Leary. Runners-up in this event were Alice Barber and Lorne Taylor. Hidden score prizes went to Betty Briggs and Gregg Purchase

BADMINTON CLUB EXECUTIVE FOR 1955-56 SEASON

President: John Bodner, Men's Clothing, Store.

Secretary: Yvonne Beech, Sales and Expense Office.

Treasurer: Alice Barber, Employment Office.

Membership: Laura Bodner, Beauty Shop; Lorne Taylor, General Office; Ken Bowman, M.O. Men's Shoes.

Glorious Weather Favoured Girl Golfers

The sun smiled down on the 114 girls who teed-off at Elmhurst on May 18 in the opening event of the Eaton Women's Golf Club's 1955 season. A straight nine holes was enough for most, although a few hardy souls braved the mosquitoes for some extra. However, the smell of wonderful sizzling steaks was enough to lure in even the most ardent golfers.

Our thanks to Miss Zella Nott, first president of the club, and Miss Lil Greenberg for supervising the putting contest; also to Miss Muriel Fraser who supplied dinner music and later tickled the ivories while the "gals" gave out in song.

Zella Nott presented the prizes to the following: Winner, first nine, Chris Bewick; runner-up, Hilda Cousins; winner, second nine, Beth Jamieson; runner-up (tie) Margaret Goatcher and Ione Rybka. Putting: Winner, Elsie Brownridge; runner-up, Betty McMurdo.

President Peggy McMillan welcomed the girls and thanked the executive and committee for their efforts. A special vote of thanks was extended to Gladys Morris and Marge McKenzie, the tournament managers, who organized the day's golf activities.

Gladys and Marge are now busy lining up the competition play—our next big event. Give them all the help you can, girls, by playing your games as quickly as possible after you receive your notice. Remember—the job of looking after the knock-out competition is not easy, and the few requests that are made regarding these competition score cards are essential. By complying with them, you will aid your committee a lot. Please be sure that the following information is on all your Competition score cards:

Marked clearly—COMPETITION

Date of your match

Signatures of both players

Note: The full 18 holes **MUST BE PLAYED!** Send your cards immediately after the match to: Miss Gladys Morris or Miss Marge McKenzie, Department 173, Mail Order.

Score cards for your ordinary games are to be kept by you in the envelope that was given to you, and turned in at the end of the season intact.

Thank you for your co-operation in the past and also for the co-operation we know you are going to give in the current season.

—Peggy McCance

ADVANCE NOTICE—MIXED FIVE-PIN BOWLING

Now's the time to get in action to avoid disappointment next season! Make certain that **your team entry is in the hands of the executive before you go on your vacation!** Any of these officers will be glad to help you:

President: Sig Sigvaldason, Main Floor, Drugs

Secretary: Ernie Wall, Dept. 161, M.O. Cashiers

Treasurer: Harold Brown, Dept. 119, M.O. Exchanges

Deadline for Bowling Entries—AUGUST 12—but Don't Wait!



CONTACTS

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No. 5

Editor: W. E. (Bill) GRAY

**NOTE: NEW DATE OF ISSUE—15th OF
EACH MONTH (or Nearest Day)**

**NEWS DEADLINE: END OF PREVIOUS
MONTH**

Speaking of Curling and Artificial Ice!

Yes, this is our first summer number of the year—so we wipe the perspiration (and mosquitoes) off our sun-tanned brow, and talk about **CURLING!**

But the curlers will know why! Because the warm weather is the time when furnaces—and **ARTIFICIAL ICE PLANTS**—are installed. And as every Eaton "Curling Clubber" knows,

**CURLING SEASON FROM NOVEMBER 1st TO MARCH 31st. CLUB ROOMS
RE-ARRANGED AND ENLARGED. THE FEES WILL BE VERY MODERATE
JUST \$22 FOR TWO GAMES A WEEK; \$11 FOR ONE GAME A WEEK.**

Fees will be moderate, and that's one of the reasons in addition to the big new "over-head," why all curlers are asked to co-operate **BEGINNING NOW!** Here are committee plans and ideas in which your prompt co-operation is asked:

Many more members and rinks, both men and girls. These are very necessary so that week-nights can be used for "double-headers"—early and later games on each sheet instead of just one.

**CURLERS—IT'S UP TO YOU! START GETTING YOUR RINKS LINED UP NOW
AND GET IN TOUCH WITH THE SECRETARY, W. REID, DEPARTMENT M.O. 29,
or with Dave Shaw, Sporting Goods, Store. If you are a prospective new member and don't
know of a rink vacancy, ask them to get you placed with a rink.**

Start-of-Season Instruction for Beginners will be a special care of the Committee.

RECENT APPOINTMENTS

Winnipeg

Staff Relations Office:

MR. V. T. FOTHERINGHAM, department manager.

Cash Office, C.O.D. Cashiers, Shopping Card Pay-In, Post Office and Information, Shopping Service:

MR. R. ROBINSON, assistant.

RED DEER

Effective August 1, 1955:

MR. T. W. BENNETT, Store manager.
Under the supervision of MR. B. W. BENNETT until his retirement August 1, 1955.

Grand Prairie Order Office

MRS. K. M. BJERKE, in charge.

Humboldt Order Office

MISS H. MILLER, in charge.

Whitehorse Order Office

MRS. EDITH CAMERON, in charge.

Swift Current Heavy Goods Depot

Prefix letters for above point are now:

SW260. This avoids confusion with the "SC" of St. Catharines, Ont., branch.

Twenty-Two

next season the Eaton rink will have artificial ice. Actually, only the means of making it are artificial—the ice is as real as ice can be! So what!

Well, this is a major investment, and the Eaton curlers have a job ahead, both to pay it off, and to get full enjoyment of this big improvement to winter recreation.

Afternoon curling for wives of Eaton men—thus using the ice on days other than Wednesdays and Saturdays.

Arranging for use of the ice by departmental and inter-departmental rinks.

Every effort will be made to accommodate as many rinks as possible on all the regular schedules—two a week, one a week, and the special nights as heretofore.

KEEP THEM BUSY . . .

Think! Suggest! Use the Suggestion Boxes! Keep Trying! That's the way to Cash in on Your Thinking! Keep the committee busy

Here are eight recent winners of awards by the Suggestion Committee:

Suggestions Accepted

| | |
|-------------------------------|---------|
| Mr. P. Stefanyshyn, 1100..... | \$25.00 |
| Mr. J. P. Dorratt, 271..... | 15.00 |
| Mr. H. Craig, M.O. 36..... | 15.00 |
| Mrs. E. Phillips, 290..... | 5.00 |

For Constructive Thinking

| | |
|------------------------------------|-------|
| Mr. J. Moore, 132..... | 15.00 |
| Mrs. F. Shields, Atikokan O.O..... | 10.00 |
| Mr. G. K. Eisener, 277..... | 5.00 |
| Mr. R. Horch, 134..... | 5.00 |

In Memoriam

"... When that which drew from out the boundless deep, turns again Home!"—Tennyson

ARNOLD GUIDINETTI

A chef—and one of the finest—who worked in Eaton's Grill Room kitchens for almost 40 years — Arnold Guidinetti retired from the Company's service in 1946, having joined us in 1908. His many old friends among the staff were grieved to learn that Arnold passed away on May 7 at the age of 73 years in St. Boniface Old Folk's Home.

JOHN GUEST



Coming from Eaton's of Toronto soon after the Company opened in Winnipeg, Mr. Guest started, and was manager, of the Meat Department here until he retired in 1933.

He was a very well-known and universally respected Eaton figure in Winnipeg, being prominent in United Church work, Kiwanis Club and the Oddfellows, and a charter member of the Assiniboine Lawn Bowling Club. He also was active in St. James municipal affairs, for a time being on the Council. He had reached the fine age of 87 when he passed away on May 11. To his widow, Anne, and daughter, Mrs. Blanche Johnston, and his surviving brother, George, deep sympathy.

MRS. INA McINNIS

Ina Florence McInnes died May 28 at the age of 48. As Miss Milne she first worked in the Mailing List, and after being widowed, was for the past 13 years in the Mailing List and then in M.O. Operating Office. We express the sympathy of her many friends to her son, John, her parents, Mr. and Mrs. John Milne, and her four surviving brothers.

FRANCIS COULSON

Retired since 1945 from the Mail Order where he worked for over 30 years, Francis (Frank) Coulson died in St. Boniface Hospital Sunday, May 29. He had been residing at Nelson, B.C. and Edmonton, and was visiting here. Frank was very well known in the Mail Order, having worked for Men's Furnishings, Seeds, Stationery and other departments where his packing and shipping knowledge was depended on. Deep sympathy to his widow, Ellen, and daughter, Mrs. J. L. Brown.

WALTER FRANCIS PAGE

Retired from the Store Drapery Department in 1949, Frank Page passed away in Vancouver at the age of 73 on May 17. He was in active Eaton service for 40 years, and had made many friends in this Company and city. Their sympathy is expressed to his widow, Amy Beatrice, daughter, son and other surviving relatives.

JOHN MOIR



A very keen sense of loss was experienced throughout the Eaton Store family in Winnipeg when it was learned that Mr. Moir had succumbed to his illness on May 20, at the age of 65. He had just recently retired as dept. manager of Floor Men. A large number of Eaton friends attended the last rites for him, and an honour guard from Valour Road Legion was also present. To his daughter and two sons and families, sincere sympathy in their loss.

CLAYTON TUCKER

Retired manager of Eaton's Delivery and Transport Departments, Mr. Clayton (Jimmy) Tucker was a very widely-known Eatonian in the west, especially in Manitoba. When the use of horses was revived during the war, and for a while thereafter, his appearance with Eaton's "steppers"—usually accompanied by Mr. W. B. Pickard—was a looked-for event at many shows.



Mr. Tucker was equally well-known as a playing and visiting Eaton curler (the club's president in 1950-51) and, in fact, joined in numerous Eatonian activities. He was a member of Winnipeg Chamber of Commerce, Young United Church, and masonic lodge. He died Saturday, May 28, and his funeral was very largely attended by mourning friends from near and far. To his son, Harold, and two surviving brothers, we offer the enduring sympathy of Mr. Tucker's hosts of friends.

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Mother

Mrs. I. Eyeford.....Paints, Wall-papers
Mrs. J. Goodman.....Lingerie
Miss Pearl Harper.....M.O. Copying
Mrs. M. Davey.....M.O. Cashiers
Mr. George Johnson.....M.O. Shipping
Miss R. Soutter.....M.O. Mailing List

In the Loss of a Father

Mr. E. Kasper.....Grill Room Kitchen
Miss L. Fournieux.....M.O. Exchanges
Mr. J. Frisken.....China
Mr. Samuel Braiden.....Receiving
Mr. S. McLaughlin.....Engineers

In the Loss of a Baby Son

Mr. L. Williams.....Painters

In the Loss of Her Husband

Mrs. Nellie Mills.....M.O. Seeds
Mrs. M. Keegan.....Millinery
Mrs. E. Reid.....Lingerie

In the Loss of a Brother

Mr. H. G. Jephson.....Floor Coverings
Mr. J. B. Radcliffe.....Electric Refrigerators
Mrs. L. Cooney.....Fashion Accessories
Mrs. F. Poustie.....Box Factory

In the Loss of a Sister

Mr. J. Lough.....Painters



Prize-Winning Safety Posters by Students . . .

were exhibited on the Fifth Floor of the Store during May and June. These young people show a remarkable sense of the dramatic, convincing appeal and great skill in artistry. The poster pictured here, "Their Safety Lies in Your Hands," gives an idea of the talent shown. Another particularly apt one was a car-and-pedestrian picture with the significant title, "One HIT—One RUN—TWO ERRORS!" (Never leave the scene of an accident!)

We have received the Red Cross campaign material regarding summer exposure and water safety. Not much sunburn danger these days, but until we can bring more detailed advice—be careful of your own safety when swimming or boating. . . . AND WATCH THOSE KIDDIES!

"Gone Fishin'"—Angling Club Starts Season

Monday, May 23, saw the opening of fishing activities for the season with a well-planned trip to Indian Bay, Shoal Lake. Ma, Pa and the kids, with well-filled lunch baskets; father armed with new tackle (a gift, no doubt, from Santa Claus), and even mothers were readying their own tackle to do battle with the finny monsters. Despite the early hour, the eagerness that shone in the eyes of the youngsters was a sight to behold. Yours truly was kept busy answering many questions.

It was raining quite hard when we pulled up to the lake, but hot coffee was ready and waiting—literally gallons of it—to put everyone into a real sporting mood. Friendly challenges were made as to the first fish caught, the biggest fish caught, and so on. Trip managers were busy warning everyone not to place lures on their lines until they started fishing. (This is a strict Club rule. Lures could cause a very serious accident.) A very orderly group got off the train and proceeded to set themselves up in likely looking spots along the dyke.

To "Pat" Patterson, 1745 Department, goes the honour for catching the first fish of the day. Pat, literally pushed to the water's edge by the crowd, hurriedly placed his lure, made his cast—bingo, first fish! Soon the cry was heard up and down the dyke, "Fish On," and so started the 1955 season.

Coaches were left at the dyke with fires burning in both stoves. Your scribe, due to an accident this past winter, was keeping the homefires on the railway coaches burning, making drying racks. Incidentally, the "better half" "did herself proud" by catching three northern in a five-minute time limit!

It was the usual 24th—rained most of the day, and chilling winds got in their fling. Weigh-in time was 4:30 back at the station, and long before that, we were asking ourselves "where are we going to put all these fish?" An extra tub and ice and two orange boxes were put into service.

The "south" boys along the dyke had quite a few four and five-pound fish and figured that they would walk off with the honours—until 4:45! But from "north" five figures struggled in with a long pole and on that pole, what fish! The tails of the big ones were dragging along the ground. Crowds welcomed the victors. The largest was one ounce under 13 lb., the second was four ounces under 11 lb.; both northern pike. Thirty pounds nearly, in three fish—and there were 47 more fish on that pole. The pickerel took a back seat, weighing in close to the six-pound mark. Not bragging, but there were over 500 fish on that train going home that night!

A grand start for trophy competition. Pete Thompson leads in the pike field with his 12-lb. 15-oz. fish; Bill Rogan in the pickerel field with his 5 lb. 12 $\frac{3}{4}$ oz.; Peter Sytchuk (Men's Cloth-

ing) in the rainbow trout, with a 2-lb. 12-oz. caught in Camp Lake earlier. Nice going, men. You have set up good marks for the rest of the chaps to shoot at!

Even "Old Sol" broke through at parting and stayed to guide us home. Soon as fares were collected, individuals could be seen to drop off to sleep, tired, but contented and happy with their outing. Only the clackety-clack of the wheels on rails disturbed the silence.

A crowd of friends met us at the station when we pulled in—word must have got through on the totem-pole telegraph—the only thing missing was a brass band. Fathers looking for sons, mothers looking for fathers, but we are glad to report all arrived safely home and no accidents—with one exception—one chap had a finger gashed when he proceeded to examine what he thought was a dead fish. It was a case of "Fish bites man" instead of lure.

Well, we all arrived back plenty tired but well satisfied with this first big day of the season. Hope to take granddaughter for first lesson on July 1—at the age of two years!

See you all again next month on these pages. Sorry we have no pictures, most that were taken were in colour.

Next month our regular monthly meeting is "Ladies' Night" and a very special program is being arranged. The admission fee? Just your wife or sweetheart on your arm at the door.

Yours,

Arni Cooper.

FISH-OLO-GEE—Thought you might be interested in an article on "Fish Parasites." It may help answer some of the questions briefly about "those wormy fish." See you all next month.